

0 Database--.

At page 35, line 7, change "AD database" to --Ad  
Database--.

IN THE CLAIMS

5 Please add the following claims:

183. A method for providing an Internet based advertising  
system comprising the steps of:

receiving an audio recording via the Internet;

storing said audio recording;

10 transferring said audio recording to an Internet  
access location;

receiving an audio response message via the  
Internet; and

transferring said audio response message to an  
15 Internet access location;

wherein said audio recording is received from an  
advertiser; and wherein said audio recording describes an  
item or person available through said system.

20 184. A method for providing an Internet based advertising  
system according to claim 183, wherein said method further  
comprises:

placing said audio recording via the Internet;

wherein said placing is performed by said advertiser.

25

0        185. A method for providing an Internet based advertising system according to claim 183, wherein said method further comprises:

         playing said audio recording via the Internet.

5        186. A method for providing an Internet based advertising system according to claim 183, wherein said method further comprises:

         sending said audio response message via the Internet.

10       187. A method for providing an Internet based advertising system according to claim 183, wherein said audio recording comprises the greeting of a personal advertisement.

15       188. A method for providing an Internet based advertising system according to claim 183, wherein the Internet access location of said audio recording or of said audio response message comprises a web site.

20       189. A method for providing an Internet based advertising system according to claim 183, wherein the Internet access location of said audio recording or of said audio response message comprises an e-mail account.

0        190. A method for providing an Internet based advertising system according to claim 183, wherein said method further comprises:

             retrieving said audio response message via the Internet.

5

191. A method for providing an Internet based advertising system according to claim 183, wherein said method further comprises:

             inputting of data.

10

192. A method for providing an Internet based advertising system according to claim 183, wherein said method further comprises:

             charging a user.

15

193. A method for providing an Internet based advertising system according to claim 183, wherein said method further comprises:

             isolating a subset of a plurality of said audio recordings;

20

             wherein said subset may contain elements other than said audio recordings.

0

194. A method for providing an Internet based advertising system according to claim 183, wherein said method further comprises:

reviewing said audio recording for appropriate content.

5

195. A method for providing an Internet based advertising system according to claim 183, wherein said method further comprises:

placing a text advertisement; and

10

publishing said text advertisement;

wherein said placing is performed by said advertiser; and wherein said text advertisement is associated with said audio recording.

15

0 196. A method for providing an Internet based advertising system comprising the steps of:

receiving a video recording via the Internet;

storing said video recording;

5 transferring said video recording to an Internet access location;

receiving a response message via the Internet;

and

transferring said response message to an Internet access location;

10 wherein said video recording is received from an advertiser; and wherein said video recording is of an item or person available through said system.

15 197. A method for providing an Internet based advertising system according to claim 196, wherein said method further comprises:

placing said video recording via the Internet;

wherein said placing is performed by said advertiser.

20 198. A method for providing an Internet based advertising system according to claim 196, wherein said method further comprises:

playing said video recording via the Internet.

0        199. A method for providing an Internet based advertising system according to claim 198, wherein said method further comprises:

          sending said response message via the Internet.

5        200. A method for providing an Internet based advertising system according to claim 196, wherein said video recording comprises the greeting of a personal advertisement.

10       201. A method for providing an Internet based advertising system according to claim 196, wherein said response message comprises audio.

15       202. A method for providing an Internet based advertising system according to claim 196, wherein said response message comprises video.

20       203. A method for providing an Internet based advertising system according to claim 196, wherein said response message comprises text.

25       204. A method for providing an Internet based advertising system according to claim 196, wherein the Internet access location of said video recording or of said response message comprises a web site.

0        205. A method for providing an Internet based advertising  
system according to claim 196, wherein the Internet access  
location of said video recording or of said response  
message comprises an e-mail account.

5        206. A method for providing an Internet based advertising  
system according to claim 196, wherein said method further  
comprises:

             retrieving said response message via the  
Internet.

10       207. A method for providing an Internet based advertising  
system according to claim 196, wherein said method further  
comprises:

             inputting of data.

15       208. A method for providing an Internet based advertising  
system according to claim 196, wherein said method further  
comprises:

             charging a user.

0        209. A method for providing an Internet based advertising  
system according to claim 196, wherein said method further  
comprises:

          isolating a subset of a plurality of said video  
recordings;

5        wherein said subset may contain elements other than  
said video recordings.

210. A method for providing an Internet based advertising  
system according to claim 196, wherein said method further  
10       comprises:

          reviewing said video recording for appropriate  
content..

211. A method for providing an Internet based advertising  
15       system according to claim 196, wherein said method further  
comprises:        playing the audio track of said video  
recording via a telephone.

212. A method for providing an Internet based advertising  
20       system according to claim 196, wherein said method further  
comprises:

          sending a second response message via a  
telephone; and

          transferring said second response message to an  
25       Internet access location.



0        213. A method for providing an Internet based advertising  
system according to claim 196, wherein said method further  
comprises:

         placing a text advertisement; and  
         publishing said text advertisement;

5        wherein said placing is performed by said advertiser;  
and wherein said text advertisement is associated with said  
video recording.

214. A method for providing an Internet based advertising  
10       system comprising the steps of:

         placing an advertisement;  
         storing said advertisement;  
         transferring said advertisement to an Internet  
access location;

15       receiving an audio response message via the  
Internet; and

         transferring said audio response message to an  
Internet access location;

20       wherein said audio response message comprises a  
response to said advertisement.

0 215. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises:

publishing said advertisement outside the Internet.

5 216. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises:

accessing said advertisement via the Internet.

10 217. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises:

15 sending said audio response message via the Internet.

218. A method for providing an Internet based advertising system according to claim 214, wherein advertisement is a personal advertisement.

20 219. A method for providing an Internet based advertising system according to claim 214, wherein the Internet access location of said advertisement or of said audio response message comprises a web site.

25

0        220. A method for providing an Internet based advertising system according to claim 214, wherein the Internet access location of said advertisement or of said audio response message comprises an e-mail account.

5        221. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises:        retrieving said audio response message via the Internet.

10       222. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises:        inputting of data.

15       223. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises:        charging a user.

20       224. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises:

              isolating a subset of a plurality of said advertisements;

              wherein said subset may contain elements other than said advertisements.

0        225. A method for providing an Internet based advertising  
system according to claim 214, wherein said method further  
comprises:

         reviewing said advertisement for appropriate  
content.

5        226. A method for providing an Internet based advertising  
system according to claim 214, wherein said method further  
comprises:

         playing said advertisement via a telephone.

10       227. A method for providing an Internet based advertising  
system according to claim 214, wherein said method further  
comprises:

         sending a second audio response message via a  
15       telephone; and

         transferring said second audio response message  
to an Internet access location.

0        228. A method for providing an Internet based advertising system comprising the steps of:

         placing an advertisement;

         storing said advertisement;

         transferring said advertisement to an Internet

5        access location;

         receiving a video response message via the

Internet; and

         transferring said video response message to an

Internet access location;

10        wherein said video response message comprises a response to said advertisement.

229. A method for providing an Internet based advertising system according to claim 228, wherein said method further  
15        comprises:

         publishing said advertisement outside the

Internet.

230. A method for providing an Internet based advertising  
20        system according to claim 228, wherein said method further comprises:

         accessing said advertisement via the Internet.

0        231. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

              sending said video response message via the Internet.

5        232. A method for providing an Internet based advertising system according to claim 228, wherein advertisement is a personal advertisement.

10       233. A method for providing an Internet based advertising system according to claim 228, wherein the Internet access location of said advertisement or of said video response message comprises a web site.

15       234. A method for providing an Internet based advertising system according to claim 228, wherein the Internet access location of said advertisement or of said video response message comprises an e-mail account.

20       235. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

              retrieving said video response message via the Internet.

25

0        236. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

          inputting of data.

5        237. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

          charging a user.

10       238. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

          isolating a subset of a plurality of said advertisements;

15        wherein said subset may contain elements other than said advertisements.

20       239. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

          reviewing said advertisement for appropriate content.

0 240. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises: playing said advertisement via a telephone.

5 241. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

sending an audio response message via a telephone; and

10 transferring said audio response message to an Internet access location.

242. An apparatus for a computer based advertising system, said apparatus:

a means for placing an advertisement;

15 a digital information storage device;

a publishing means;

a means for storing an audio recording via the Internet; and

20 a means for outputting said audio recording via the Internet;

wherein said audio recording is associated with said advertisement; wherein said digital information storage device stores said advertisement as digital information; and wherein said publishing means formats said digital information for publication.



0        243. An apparatus for a computer based advertising system  
as defined in claim 242, wherein said apparatus also  
comprises a means for sending an audio response via the  
Internet which can be retrieved via the Internet.

5        244. An apparatus for a computer based advertising system  
as defined in claim 242, wherein said apparatus also  
comprises a means for sending a text response via the  
Internet which can be retrieved via the Internet.

10       245. An apparatus for a computer based advertising system  
as defined in claim 242, wherein said apparatus also  
comprises a means for sending a video response via the  
Internet which can be retrieved via the Internet.

15       246. An apparatus for a computer based advertising system  
as defined in claim 242, wherein said apparatus also  
comprises a means for sending a response via a telephone  
which can be retrieved via the Internet.

20       247. An apparatus for a computer based advertising system  
as defined in claim 242, wherein said apparatus also  
comprises a means for sending a response via a first  
telephone which can be retrieved via a second telephone.

25

0        248. An apparatus for a computer based advertising system  
as defined in claim 242, wherein said apparatus also  
comprises a means for sending a response via the Internet  
which can be retrieved via a telephone.

5        249. An apparatus for a computer based advertising system,  
said apparatus:

         a means for placing an advertisement;

         a digital information storage device;

         a publishing means;

10       a means for storing a video recording via the  
Internet; and

         a means for outputting said video recording via  
the Internet;

         wherein said video recording is associated with said  
15       advertisement; wherein said digital information storage  
device stores said advertisement as digital information;  
and wherein said publishing means formats said digital  
information for publication.

20       250. An apparatus for a computer based advertising system  
as defined in claim 249, wherein said apparatus also  
comprises a means for sending an audio response via the  
Internet which can be retrieved via the Internet.

25

0        251. An apparatus for a computer based advertising system  
as defined in claim 249, wherein said apparatus also  
comprises a means for sending a text response via the  
Internet which can be retrieved via the Internet.

5        252. An apparatus for a computer based advertising system  
as defined in claim 249, wherein said apparatus also  
comprises a means for sending a video response via the  
Internet which can be retrieved via the Internet.

10       253. An apparatus for a computer based advertising system  
as defined in claim 249, wherein said apparatus also  
comprises a means for sending a response via a telephone  
which can be retrieved via the Internet.

15       254. An apparatus for a computer based advertising system  
as defined in claim 249, wherein said apparatus also  
comprises a means for sending a response via a first  
telephone which can be retrieved via a second telephone.

20       255. An apparatus for a computer based advertising system  
as defined in claim 249, wherein said apparatus also  
comprises a means for sending a response via the Internet  
which can be retrieved via a telephone.

0        256. An apparatus for a computer based advertising system  
as defined in claim 249, wherein said apparatus also  
comprises a means for playing the audio track of said video  
recording via a telephone.

5        257. A computer based advertising system for use with the  
Internet including remote terminals for advertisers and  
users, wherein said remote terminals may comprise a  
personal computer, said computer based advertising system  
comprising:

10                means for placing an audio recording via the  
Internet;

                 means for storing said audio recording;

                 means for playing said audio recording via the  
Internet;

15                means for sending an audio response message via  
the Internet; and

                 means for retrieving said audio response message  
via the Internet.

                 wherein said audio recording describes an item or  
20        person available through said computer based advertising  
system.

0        258. A computer based advertising system for use with the  
Internet including remote terminals for advertisers and  
users, wherein said remote terminals may comprise a  
personal computer, said computer based advertising system  
comprising:

5                means for placing a video recording via the  
Internet;

              means for storing said video recording;

              means for playing said video recording via the  
Internet;

10               means for sending a response message via the  
Internet; and

              means for retrieving said response message via  
the Internet.

              wherein said audio recording describes an item or  
15        person available through said computer based advertising  
system.

259. A system according to claim 258 wherein said response  
message comprises audio.

20        260. A system according to claim 258 wherein said response  
message comprises video.